

FSC-35-B		2/18/98	
SUBJECT: CTS WINSTON Cup/NASCAR Program			
DISTRIBUTION:			
<u>X</u> AVP	<u>X</u> KAM	<u>X</u> DM	
<u>X</u> RSM	<u>X</u> AM	<u>X</u> RM	
<u>X</u> RBM	<u>X</u> AE		Sales Rep
<u>X</u> ROM			Retail Rep

**Objective:** Provide Field Sales with information regarding supplier changes to the CTS WINSTON Cup/NASCAR Program.

**Purpose:** Understand and communicate supplier change details to current and future CTS program participants.

**Wheels Sports Group has replaced Sports Image as our contact for the CTS WINSTON Cup/NASCAR Program.** A decision has been made to continue this program for the time being, but if future legislation restricts the offering of brand logoed items, the program will be terminated. (Please destroy any previous correspondence with reference to Sports Image.) Program details are as follows:

- Program has been designed to offer our Partner CTS retailers the opportunity to participate in a potential profit-making category that could add a point of difference to consumers.
- Wheels Sports Group is currently compiling a catalog for CTS outlets which will feature a limited number of WINSTON Cup related items (hats, cups, t-shirts, decals etc.).
  - Wheels Sports Group has committed to offer this merchandise to our CTS customers at special pricing.
  - The retailer must understand that Wheels Sports Group cannot provide them with access to driver specific merchandise with the lone exception of Jimmy Spencer, current driver of the WINSTON NO BULL CAR. Since in the past this has been a retailer concern, this should be discussed upfront to avoid potential problems.
- As with the Sports Image program, the actual business relationship is between the retailer and Wheels Sports Group.
- See Attachments A, B and C for program procedures and sign-up information.

**IMPORTANT INFORMATION:**

- Wheels Inc. has also developed a temporary NASCAR merchandise retail display program targeted for Convenience Stores. **This program is being sold exclusively by the Wheels Sports Group sales force and requires no action or involvement on the part of the RJR sales force.** Wheels Sports Group expects this program to begin arriving at retail sometime in the second quarter.

WHEELS SPORTS GROUP  
149 GASOLINE ALLEY  
MOORESVILLE, N.C. 28115  
PHONE: (704) 662-6442 / FAX: (704) 662-3005

Program Contacts:

- NESA - Jim Perry extension #4360
- SSA - Pat O'Mara extension #7161
- WSA - Rich Pettorini extension #1052
- MWSA - Bill Duffy extension #5776

R. J. REYNOLDS TOBACCO COMPANY

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*1-800  
678-0683*

## CTS WINSTON CUP / NASCAR PROGRAM

IN AN EFFORT TO ENHANCE OUR "TOTAL PACKAGE" FOR CURRENT AND NEW CIGARETTE TOBACCO STORES WE ARE PLEASED TO ANNOUNCE THE CONTINUED AVAILABILITY OF THE CTS WINSTON CUP / NASCAR MERCHANDISING PROGRAM.

THIS PROGRAM IS AVAILABLE ONLY TO OUR LEVEL 2 ENHANCED AND LEVEL 3 CTS CONTRACTED CUSTOMERS.

### HOW THE PROGRAM WORKS

WHEELS SPORTS GROUP HAS AGREED TO MAKE AVAILABLE SELECTED WINSTON CUP / NASCAR WEARABLES AND SOUVENIRS AT DISCOUNTED RATES TO SELECTED RJR RETAILERS.

ONCE RJR HAS APPROVED A RETAILER TO BE A WHEELS SPORTS GROUP DIRECT BUYING CUSTOMER, THE ACTUAL BUSINESS RELATIONSHIP FOR THIS PROGRAM THEN BECOMES SOLELY BETWEEN THE RETAILER AND WHEELS SPORTS GROUP.

RJR CAN ALSO PROVIDE A DISPLAY CASE COMPLETE WITH EXCITING WINSTON CUP GRAPHICS HOWEVER INVENTORY ON THESE UNITS IS LIMITED AND WILL NOT BE RE-STOCKED FOLLOWING DEPLETION - PLEASE CHECK AVAILABILITY PRIOR TO COMMITTING TO RETAILERS.

THIS FIXTURE IS AVAILABLE IN 3' OR 4' SECTIONS AND COMES WITH CHANGEABLE GRAPHICS AND AN ASSORTMENT OF DISPLAY SHELVES AND APPAREL HOOKS. RETAILERS CAN HAVE THE UNITS AT A COST SHARED PRICE OF \$411 FOR THE 3' UNIT AND \$491 FOR THE 4' UNIT.

### CTS WINSTON CUP / NASCAR PROGRAM PROCEDURES

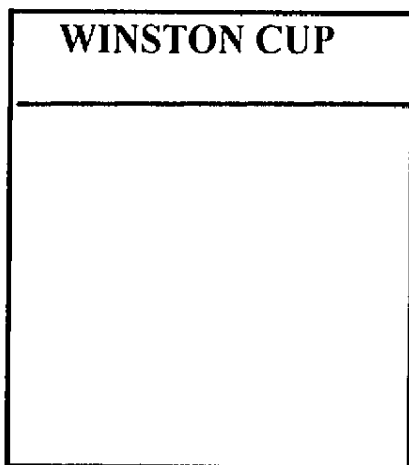
THE FOLLOWING STEPS MUST BE COMPLETED TO SETUP QUALIFYING RETAILERS THAT ARE INTERESTED IN THE CTS WINSTON CUP / NASCAR PROGRAM:

1. COMPLETE THE WHEELS SPORTS GROUP AGREEMENT FORM AND FORWARD TO WHEELS SPORTS GROUP (FAX OR MAIL TO ADDRESS ON THE FORM). UPON RECEIPT OF THIS INFORMATION, WHEELS SPORTS GROUP WILL CONTACT THE RETAILER DIRECTLY TO BEGIN THE CREDIT, PRODUCT INFORMATION AND ORDERING PROCESS
2. COMPLETE THE FIXTURE ORDER FORM AND SUBMIT TO YOUR ROU
3. COMPLETE THE FIXTURE COST SHARE AGREEMENT FORM AND SELECT A PAYMENT OPTION.
  - OPTION ONE - RETAILER PAYS FOR FIXTURE(S) IN ENTIRETY WITH CHECK WRITTEN TO RJRTC
  - OPTION TWO - COST OF THE FIXTURE(S) IS DEDUCTED IN ENTIRETY FROM THE NEXT QUARTERLY RDA PAYMENT
  - OPTION THREE - IF THE COST OF THE FIXTURE(S) EXCEEDS THE QUARTERLY RDA PAYMENT THEN THE DEDUCTION WILL BE CARRIED TO THE FOLLOWING QUARTER UNTIL THE ENTIRE AMOUNT OWED RJR IS COMPLETED

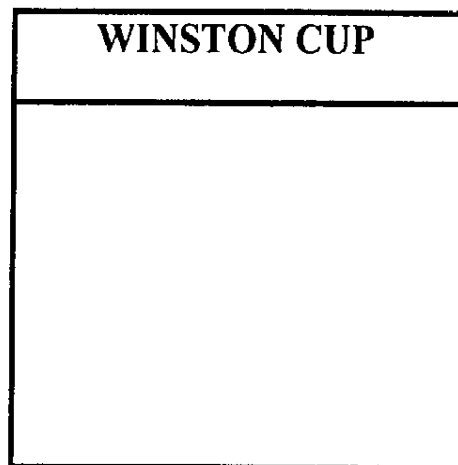
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**CTS WINSTON CUP / NASCAR PROGRAM****DISPLAY CASE ORDER FORM**

UNIT	ITEM #	DIMENSIONS	COST
3' DISPLAY CASE	530105	3'W - 5'H - 1'D	\$411
4' DISPLAY CASE	530111	4'W - 5'H - 1'D	\$491



3' UNIT QUANTITY \_\_\_\_\_



4' UNIT QUANTITY \_\_\_\_\_

TOTAL COST SHARE AMOUNT \$ \_\_\_\_\_

PAYMENT OPTION (CHECK ONE)

RETAILER PAYS WITH CHECK  
DEDUCT ENTIRE AMOUNT FROM NEXT QUARTERLY RDA PAYMENT  
DEDUCT ENTIRE AMOUNT FROM NEXT TWO QUARTERLY RDA PAYMENTS

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

SIS # \_\_\_\_\_ CTS CONTRACT PLAN \_\_\_\_\_

RETAILER SIGNATURE \_\_\_\_\_

RJR REPRESENTATIVE NAME \_\_\_\_\_

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# WHEELS SPORTS GROUP

## *CTS WINSTON CUP / NASCAR PROGRAM*

RETAILER MUST COMPLETE THE FOLLOWING INFORMATION TO BEGIN THE  
PROCESS OF BECOMING A DIRECT BUYING CUSTOMER WITH WHEELS  
SPORTS GROUP:

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

SHIPPING ADDRESS: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

RJR REP, PLEASE FORWARD THIS INFORMATION AND A COPY OF THE RETAILER'S BUSINESS  
LICENSE TO MIKE NUTTING AT THE FOLLOWING ADDRESS:

WHEELS SPORTS GROUP  
149 GASOLINE ALLEY  
MOORESVILLE, N.C. 28115  
PHONE: (704) 662-6442 / FAX: (704) 662-3005

THIS PROGRAM IS AVAILABLE TO QUALIFYING CTS RETAILERS AS APPROVED BY RJR REP

RJR REPRESENTATIVE SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_ CTS PLAN \_\_\_\_\_ SIS ACCOUNT # \_\_\_\_\_

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